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The WAYZATA Everbearing Strawberry

The all season strawberry that is superior in size, quality and flavor to any other kind.



The "WAYZATA" has netted an average of over \$700 per acre and as high as \$1200 during the past three seasons.

Plant stock now available. Prices quoted inside this cover

DEVELOPED BY

FRED W. BRADEN, Box 1, WAYZATA, MINN.

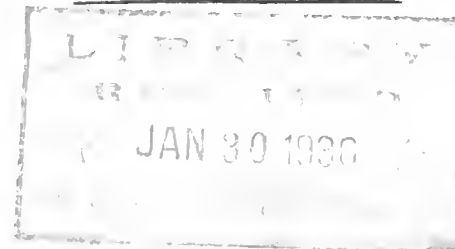


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U. S. POSTAGE

PAID

WAYZATA, MINN.
Permit No. 12



U. S. DEPARTMENT OF AGRICULTURE,

WASHINGTON, D. C.

BUREAU OF PLANT INDUSTRY
Fruit and Vegetable Crops and Diseases

GPO S-3591

The Wayzata was discovered by us in an experimental plot of Everbearers we had growing 10 years ago. The name Wayzata was given to it by the public who asked for the "Wayzata" strawberries. We have no way of knowing exact origin.

My plant stock inspected and placed on the certified list by the State of Minnesota. I invite your own inspection at any time.

The "Wayzata" will grow equally well on Clay, Sand or Peat Soils.

With our government putting most of the farm crops under control, restricting the growth of many commodities, the Wayzata offers an opportunity for any farmer or market gardener to realize a daily income from the last of July until the first killing frost as these berries will sell on sight on any market, and after a customer has tried them once, they will be their favorite fruit the balance of the season. It is not necessary to have a large market to be able to make a good profit with a patch of Wayzatas. Be the first one in your community to offer these wonderful berries for sale and get the benefit of having control of the fall berry season. For wherever the Wayzata is once offered, it becomes the leading berry on any market.

A patch of Wayzata berry plants is a pleasing sight to any one who sees them. Their foliage is of a really dark green, with large leaves that will protect the berry. The berries are large, really bright red, and very attractive. They have a flavor that is equaled by no other strawberry. They are fine for canning or table use and will stand shipping or hauling to distant markets. My berries have been hauled in trucks doing commercial hauling with no refrigeration for distances of from three to eight hundred miles with no loss whatever. This cannot be done with any of the older varieties of Everbearings.

I have many inquiries asking me to compare them with some other variety of Everbearing. I have grown most of the leading varieties that have been on the market in recent years, and as soon as I had a sufficient number of Wayzata plants to set out a half acre I discarded all other varieties. I found the Wayzata would produce from fifty to seventy-five per cent more berries selling from one dollar to as high as two dollars per twenty-four pint case than any of the other berries offered for sale. I will let you be your own judge from this statement as to what variety of Everbearing is best to grow. You may read on the back cover of this pamphlet what other growers say about the Wayzata.

It will pay you, if you are desirous of setting an acreage of these plants to get your order in early. You will then be sure to get your Wayzatas and not have to buy some substitute as many growers did last spring, and be disappointed with results. My plants are in the very best con-

dition and any orders received by me will be filled with freshly dug plants from this year's setting. I have grown no other variety for a number of years and there will be no chance of getting any other varieties in your order of Wayzatas.

A recent publication by Geo. F. Waldo of the U. S. Dept. of Agriculture throws much light on the question of fruit and runner production in everbearing strawberries. "Everbearing varieties tend to produce their fruit in cycles of high and low yield, different varieties having characteristic cycles of production. He points out that fruit and runner production habits of each variety must be studied to determine the best cultural methods to use, because varieties must be handled differently to secure the best results." I furnish my method of fertilizing, setting and care of Wayzata plants with each order.

Proper method of setting Wayzata plants: Rows should be from 3 to 4 feet apart and plants from 12 to 18 inches apart in the row for commercial patches. Can be set closer together in home gardens. Average number of plants per acre 8000. Order your plants early and obtain my liberal discount of 10 per cent on orders up to and including 5000 plants for cash in full with order before March 15th. Order Wayzata plants from the home of the Wayzata and receive the best.

Much has been said about the Wayzata not being a good plant producer. During the last few years the Wayzata has produced from 75,000 to 150,000 plants per acre, equal to or better than most Everbearing varieties.

Be sure to advise me when you want your plants shipped. It is usually April 1st to 15th before we can dig plants.

PRICE LIST WAYZATAS 1936

25 plants	1.85	
50	"	3.00
100	"	5.00
200	"	9.25
300	"	13.25
500	"	19.25 F.O.B.
1000	"	35.00 "
5000	"	150.00 "

WAIVER—The planting and care of the Wayzata plants sold by me being beyond my control I offer no guarantee whatsoever, other than the plants reach you in good condition and are true to name.

Write for prices on larger amounts. One third cash with order will be sure to hold your plants --balance before shipping date. Add 10 per cent to these prices in Canada.

Add 10c for 25 plants, 13c for 50; 15c for 100; 23c for 200 and 31c for 300 plants for packing and postage.

Add 10 cents to order if you send personal check.

Prices subject to change without notice. Stock limited. Orders filled in rotation as received. All plants must be returned for replacement or refund, if damaged in transit or not satisfactory. Reference: Wayzata State Bank.

We have built a reputation in selling Wayzata Plants, and in order to maintain that reputation we can not ship anything but the very best.

You are cordially invited to visit our place any time.

We guarantee your order to reach you in good condition.

WHAT OTHERS SAY:

MR. FRED W. BRADEN
Wayzata, Minn.

PASADENA, CALIFORNIA, OCTOBER 20, 1933

Dear Sir. Received the 1000 Wayzata Everbearers, Friday the 18th in splendid shape. They looked like they had just been lifted from the ground. Southern California is not noted as a strawberry section, and the further inland you go, the harder it is on plants. We have six to eight months of very hot and dry weather. Last spring I purchased 3500 Everbearing Strawberries five varieties, including New Gem, Mastodon, etc. I picked more berries from the 117 Wayzata plants to date, than all the rest of the Everbearers. This seems like an exaggerated statement but it is a fact my neighbors will verify. If this statement were not true, you would not have received my order for 1000 Wayzata plants, when I can buy Mastodons for \$5 and Gems for \$9.50 per thousand.

My three acres is located on S. H. No. 11 a boulevard with many thousand cars passing by daily. The city folks get a great kick out of picking their own strawberries and when they found this small patch of Wayzatas, would go no further, and would invariably go straight back to the Wayzata patch next time. The weather is now cooler and I picked eight boxes of Wayzatas yesterday, and vines are full of blooms and green fruit. Not once during the summer have I failed to pick berries from this patch.

Any prospective buyer of Wayzata could see with their own eyes what the plant will do in Southern California. I could not expect more and you need not hesitate to guarantee their fitness for this section. The evidence is right here before them, if they care to look.

Respectfully,

H. F. WATSON,
1112 Linda Vista,
Pasadena, California.

"The Wayzata has more good qualities than any of the other varieties." W. J. Ritterscamp, Box 597 Chelsea, Mich.

Tried and recommended by Minnesota Horticultural Society, Wisconsin and Michigan Societies.

Gentlemen: I was very well pleased with the results obtained from your new strawberry which you named Wayzata. It has lived up to all you said it would do. It is a very sturdy variety that produces fruit that is extremely large, firm and with a very sweet flavor. With us it has set new plants very freely and can say that it has outdone the Mastodon two to one in all respects. It is a pleasure to sell and will recommend it very highly. I congratulate you for producing this fine strawberry.---L. R. Fisher, Minneapolis, Minn.

Minneapolis, Minn. Dec. 21, 1933

After two years experience of selling the Wayzata Strawberry we find that this berry is far superior to any other berry we have ever handled. It has a wonderful appearance which makes it a good seller and its flavor and keeping quality makes it a favorite with the customers.

H. E. PAULSON,
Witt's Market House

GENTLEMEN:

Received your Wayzata plants and they were exceptionally nice. With this kind of merchandise you deserve plenty of business. With best wishes,

Sincerely,
Judson Wholesale Nurseries
Victor Judson